Rep Order# 1 of 9 6867766 Ver# 9 **Mod**# 3 Status Confirmed Traffic Order# 217359 **Printed:** 11/30/2012 9:43 AM EC'd Yes 11/29/2012 11:24 PM

Last Received: **Showing Buylines:** All Lines

WOOD-TV GRAND RAPIDS, MI. Station) SMART MEDIA GROUP Agency) .THE PEOPLE SHOULD D

814 KING STREET - SUITE 200 Advertiser (PEOPLE SHOULD DECIDE ALEXANDRIA, VA 22314 **Product**

Estimate# C29N06 Agency C/P1/P2/E LBEL/ORDR/C29N06 Buyer Julie Keane Flight Dates 10/29/2012 - 11/06/2012 Phone#

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

Fax#

-ORDER WAS SENT AS LIBERTY BELL- SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	1	M	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/29-10/29	0	0	0	\$0.00	
	,	Buylir	ne Comment	: NA DUE NO COPY -MKGD PACKAGE ON SEE	LINES							
Rating	2 g: 3.2	TU	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/30-10/30	2	1	2	\$1,600.00	
Rating	3 g: 3.2	W	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	10/31-10/31	2	1	2	\$1,600.00	
Rating	4 g: 3.2	ТН	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	11/01-11/01	2	1	2	\$1,600.00	
Rating	5 ;: 3.2	F	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	11/02-11/02	2	1	2	\$1,600.00	
Rating	6 g: 3.2	М	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	11/05-11/05	2	1	2	\$1,600.00	
Rating	7 g: 3.2	TU	6A-7A	NEWS8-DAYBREAK	:30	\$800.00	11/06-11/06	2	1	2	\$1,600.00	
Rating	8 j: 2.5	SA	6A-7A	NEWS	:30	\$400.00	11/03-11/03	2	1	2	\$800.00	
Rating	9 ;: 1.8	SU	6A-7A	SU DAYBREAK	:30	\$450.00	11/04-11/04	1	1	1	\$450.00	

Rep Order# EC'd Yes Ver# 9 Mod# 3 Status Confirmed Traffic Order# 217359 6867766 11/30/2012 9:43 AM **Printed:** 11/29/2012 11:24 PM Last Received: 11/2 Showing Buylines: All Lines

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Station WOOD-TV GRAND RAPIDS, MI. Advertiser ().THE PEOPLE SHOULD D Product PEOPLE SHOULD DECIDE Estimate# C29N06		OULD D	Agency () 814 KIN ALEXA Agency C/P1/P2/E	Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON									
Buyer Phone# Fax#		ulie Keane			Flight Dates Hiatus Weeks		10/29/2012 - 11/06/2012			Phone# FAX#	215-567-6005 215-525-9757		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	10 4.7	 M	7A-9A	TODAY SHOW		:30	\$1,350.00	10/29-10/29	0	0	0	\$0.00	
Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES													
Rating:	11 4.7	TU	7A-9A	TODAY SHOW		:30	\$1,350.00	10/30-10/30	2	1	2	\$2,700.00	
Rating:	12 4.7	W	7A-9A	TODAY SHOW		:30	\$1,350.00	10/31-10/31	2	1	2	\$2,700.00	
Rating:	13 4.7	TH	7A-9A	TODAY SHOW		:30	\$1,350.00	11/01-11/01	2	1	2	\$2,700.00	
Rating:	14 4.7	F	7A-9A	TODAY SHOW		:30	\$1,350.00	11/02-11/02	2	1	2	\$2,700.00	
Rating:	15 4.7	M	7A-9A	TODAY SHOW		:30	\$1,350.00	11/05-11/05	2	1	2	\$2,700.00	
Rating:	16 4.7	TU	7A-9A	TODAY SHOW		:30	\$1,350.00	11/06-11/06	2	1	2	\$2,700.00	
Rating:	17 4.6	SA	7A-8A	NEWS 8A		:30	\$850.00	11/03-11/03	2	1	2	\$1,700.00	
Rating:	18 3.6	SU	7A-8A	NWS8 DAYBK SUN		:30	\$950.00	11/04-11/04	2	1	2	\$1,900.00	
Rating:	19 4.1	SA	8A-10A	SAT TODAY		:30	\$1,200.00	11/03-11/03	2	1	2	\$2,400.00	
Rating:	20 5.7	SU	8A-9A	TODAY		:30	\$1,600.00	11/04-11/04	1	1	1	\$1,600.00	

Rep Order# Status Confirmed Traffic Order# 217359 6867766 Ver# 9 **Mod**# 3 EC'd Yes

Last Received:

Printed: 11/30/2012 9:43 AM 11/29/2012 11:24 PM

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Showing Buylines: All Lines

WOOD-TV GRAND RAPIDS, MI. Rep Firm Station Agency) SMART MEDIA GROUP) PHILADELPHIA Advertiser) .THE PEOPLE SHOULD D 814 KING STREET - SUITE 200 Sales Office (**Product** PEOPLE SHOULD DECIDE ALEXANDRIA, VA 22314 Salesperson () IAN AMBRON C29N06 Agency C/P1/P2/E Estimate# LBEL/ORDR/C29N06 Flight Dates 10/29/2012 - 11/06/2012 **Buver** Julie Keane Salesperson Phone# 215-567-6005 **Hiatus Weeks** Phone# Salesperson FAX# 215-525-9757 Fax# Spots/Week # of LTLen Rate Dates Total Cost Ln Day Time Program Total Daypart Weeks Spots --------_____ 21 Μ 12P-1P NEWS :30 \$650.00 10/29-10/29 0 0 0 \$0.00 Rating: 4.3 Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES 22 TU 12P-1P NEWS :30 \$650.00 10/30-10/30 2 1 2 \$1,300.00 Rating: 4.3 :30 2 2 23 W 12P-1P NEWS \$650.00 10/31-10/31 1 \$1,300.00 Rating: 4.3 24 TH 12P-1P NEWS :30 \$650.00 11/01-11/01 2 1 2 \$1,300.00 Rating: 4.3 25 2 1 2 F 12P-1P :30 \$650.00 11/02-11/02 \$1,300.00 NEWS Rating: 4.3 26 Μ 12P-1P NEWS :30 \$650.00 11/05-11/05 2 1 2 \$1,300.00 Rating: 4.3 0 0 2P-3P :30 \$300.00 10/29-10/29 0 \$0.00 27 Μ RACHEL RAY Rating: 1.5 Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES 28 :30 \$300.00 10/30-10/30 1 1 \$300.00 TU 2P-3P RACHEL RAY Rating: 1.5 Buyline Comment: TP/PRG CHANGED 29 \$300.00 10/31-10/31 1 1 1 \$300.00 2P-3P RACHEL RAY :30 Rating: 1.5 Buyline Comment: TP/PRG CHANGED 30 TH :30 \$300.00 11/01-11/01 1 1 1 \$300.00 2P-3P RACHEL RAY Rating: 1.5 Buyline Comment: TP/PRG CHANGED

Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES

Rep Order# EC'd Yes

Traffic Order# 217359

Printed:

11/30/2012 9:43 AM

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Last Received: 11/29/2012 11:24 PM **Showing Buylines:** All Lines

Station \ Advertiser Product Estimate# Buyer Phone#		OOD-TV GR. ().THE PEOPLE SHC C29N06 Julie Keane	PEOPLE SHO	OULD D	Agency () 814 KIN ALEXA Agency C/P1/P2/E Flight Dates Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757							
Fax#					matus weeks				Salesperson FAX#				
	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	31	F	2P-3P	RACHEL RAY		:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating:	1.5	Buylir	ne Comment:	TP/PRG CHANGED									
:	32	М	2P-3P	RACHEL RAY		:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating:	1.5		ne Comment:	TP/PRG CHANGED									
	33	М	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	10/29-10/29	0	0	0	\$0.00	
Rating:	6.7	Buylir	ne Comment:	NA DUE NO COPY -MKGI	O PACKAGE ON SEP	LINES							
Rating:	34 6.7	TU	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating:	35 6.7	W	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	36	ТН	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	11/01-11/01	0	0	0	\$0.00	
Rating:	6.7		ne Comment:	NA DUE NO AVAIL- MKO	GD SEP LINES								
	37	F	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	11/02-11/02	0	0	0	\$0.00	
Rating:	6.7	Buylir	ne Comment:	NA DUE NO AVAIL- MKO	GD SEP LINES								
Rating:	38 6 7	М	5P-530P	NEWS 8 AT 5PM		:30	\$1,500.00	11/05-11/05	0	0	0	\$0.00	
nacing.	J. /		ne Comment:	NA DUE NO AVAIL- MKO	GD SEP LINES								
Rating:	39 7.2	М	530P-6P	NEWS 8 AT 530PM		:30	\$1,600.00	10/29-10/29	0	0	0	\$0.00	

Rep Order# 6867766 Ver# 9 Mod# 3 Status Confirmed T EC'd Yes

Traffic Order# 217359

Printed:

11/30/2012 9:43 AM

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Last Received: 11/29/2012 11:24 PM

Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI. Advertiser ().THE PEOPLE SHOULD D Product PEOPLE SHOULD DECIDE Estimate# C29N06				Agency (814 KI ALEX Agency C/P1/P2/	Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON								
Buyer Phone# Fax#	uyer Julie Keane hone#			Flight Dates Hiatus Weeks	Salesperson Phone# Salesperson FAX#		215-567-6005 215-525-9757						
	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40 7.2	TU	530P-6P	NEWS 8 AT 530PM		:30	\$1,600.00	10/30-10/30	1	1	1	\$1,600.00	
Rating:	41 7.2	W	530P-6P	NEWS 8 AT 530PM		:30	\$1,600.00	10/31-10/31	1	1	1	\$1,600.00	
Rating:	42 7.2	TH	530P-6P	NEWS 8 AT 530PM	COD CED LINES	:30	\$1,600.00	11/01-11/01	0	0	0	\$0.00	
Rating:	43 7.2	Buylli F	530P-6P	: NA DUE NO AVAIL- MK NEWS 8 AT 530PM	GD SEP LINES	:30	\$1,600.00	11/02-11/02	0	0	0	\$0.00	
Rating:	44 7.2	Buylir M	ne Comment	: NA DUE NO AVAIL- MK NEWS 8 AT 530PM	GD SEP LINES	:30	\$1,600.00	11/05-11/05	0	0	0	\$0.00	
Rating:	45 9.6	M	6P-630P	NEWS 8 AT 6PM		:30	\$2,000.00	10/29-10/29	0	0	0	\$0.00	
		Buylir	ne Comment	: NA DUE NO COPY -MKG	D PACKAGE ON SE	P LINES							
Rating:	46 9.6	TU	6P-630P	NEWS 8 AT 6PM		:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
Rating:	47 9.6	W	6P-630P	NEWS 8 AT 6PM		:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating:	48 9.6	ТН	6P-630P	NEWS 8 AT 6PM		:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating:	49 9.6	F	6P-630P	NEWS 8 AT 6PM		:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	

EC'd Yes

Traffic Order# 217359

Printed:

11/30/2012 9:43 AM 11/29/2012 11:24 PM

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Last Received: **Showing Buylines:** All Lines

WOOD-TV GRAND RAPIDS, MI.) SMART MEDIA GROUP Rep Firm Station Agency) .THE PEOPLE SHOULD D 814 KING STREET - SUITE 200 Sales Office (Advertiser) PHILADELPHIA **Product** PEOPLE SHOULD DECIDE ALEXANDRIA, VA 22314 Salesperson () IAN AMBRON Estimate# C29N06 Agency C/P1/P2/E LBEL/ORDR/C29N06 Julie Keane Flight Dates 10/29/2012 - 11/06/2012 **Buver** Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-525-9757 Fax# LTSpots/Week # of Total Cost Day Time Program Len Rate Dates Total Daypart Ln Weeks Spots ____ NEWS 8 AT 6PM 50 Μ 6P-630P :30 \$2,000.00 11/05-11/05 1 1 1 \$2,000.00 Rating: 9.6 51 11/03-11/03 O 0 \$0.00 SA 6P-630P SA NWS :30 \$1,200.00 Rating: 4.6 Buyline Comment: SPOT N/A 6P-7P :30 \$1,600.00 1 \$1,600.00 52 SU NEWS 11/04-11/04 1 1 Rating: 8.2 53 Μ 630P-7P NEWS 8 AT 630PM :30 \$2,400.00 10/29-10/29 0 0 0 \$0.00 Rating: 10.3 Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES :30 54 TU 630P-7P NEWS 8 AT 630PM \$2,400.00 10/30-10/30 1 1 1 \$2,400.00 Rating: 10.3 55 NEWS 8 AT 630PM :30 10/31-10/31 Ω 0 0 \$0.00 W 630P-7P \$2,400.00 Rating: 10.3 Buyline Comment: 1X NA DUE NO AVAIL - MGKD PACAKGE SEP LINES 56 630P-7P NEWS 8 AT 630PM :30 \$2,400.00 11/01-11/01 1 1 1 \$2,400.00 TH Rating: 10.3 \$2,400.00 1 57 630P-7P NEWS 8 AT 630PM :30 11/02-11/02 1 \$2,400.00 Rating: 10.3 58 Μ 630P-7P NEWS 8 AT 630PM :30 \$2,400.00 11/05-11/05 1 1 1 \$2,400.00 Rating: 10.3 59 11P-1135P NEWS 8 AT 11PM :30 \$1,500.00 10/29-10/29 0 0 0 \$0.00 Rating: 5.6 Buyline Comment: NA DUE NO COPY, MKGD PACAKGE SEP LINES

Last Received: 11/2
Showing Buylines: All Lines

11/29/2012 11:24 PM

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Station WOOD-TV GRAND RAPIDS, MI. Advertiser ().THE PEOPLE SHOULD D Product PEOPLE SHOULD DECIDE Estimate# C29N06 Buyer Julie Keane Phone# Fax#			Agency (814 K ALEX Agency C/P1/P2	Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON									
				Flight Dates 10/29/2012 - 11/06/2012 Hiatus Weeks					Salesperson Phone# Salesperson FAX#		215-567-6005 215-525-9757		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	60	TU		NEWS 8 AT 11PM		:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating	61 j: 5.6	W	11P-1135P	NEWS 8 AT 11PM		:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
Rating	62 g: 5.6	TH	11P-1135P	NEWS 8 AT 11PM		:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
Rating	63 g: 5.6	F	11P-1135P	NEWS 8 AT 11PM		:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
Rating	64 g: 5.6	SU	1130P-12A	NEWS 8 AT 11PM		:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
		Buylir	ne Comment:	TP CHANGED									
Rating	65 j: 5.6	М	11P-1135P	NEWS 8 AT 11PM		:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
Rating	66 g: 6.5	SA	11P-1130P	NEWS		:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
Rating	67 j: 2.9	W	1135P- 1235A	TONIGHT SHOW		:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
Rating	68 j: 2.9	TH	1135P- 1235A	TONIGHT SHOW		:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
Rating	69	F	1135P- 1235A	TONIGHT SHOW		:30	\$650.00	11/02-11/02	1	1	1	\$650.00	

					Showing Buylines: All Lines								
Station V Advertiser Product Estimate# Buyer Phone# Fax#		PEOPLE SHOULD DECIDE C29N06		Agency (814 KI ALEXA Agency C/P1/P2/	Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON								
		Julie Keane			Flight Dates 10/29/2012 - 11/06 Hiatus Weeks			.2	Salesperson Phone# Salesperson FAX#		215-567-6005 215-525-9757		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	70	М	1135P- 1235A	TONIGHT SHOW		:30	\$650.00	11/05-11/05	0	0	0	\$0.00	
Ratin	g: 2.		line Comment	: NA DUE NO AVAIL- MK	GD SEP LINES								
	71	SA	7P-8P			:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
			rline Comment D FOR SPOT N										
	72	TU	630P-730E	P NBC NIGHTLY NEWS		:30	\$2,400.00	10/30-10/30	1	1	1	\$2,400.00	
		Buy	line Comment	: PART OF MKGD PACKAG	Ε								
	73	М	630P-730F	P NBC NIGHTLY NEWS		:30	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
		Buy	line Comment	: PART OF MKGD PACKAG	E								
	74	TU	8P-10P	THE VOICE		:30	\$5,000.00	10/30-10/30	1	1	1	\$5,000.00	
		Buy	line Comment	: PART OF MKGD PACKAG	Е								
	75	TH	8P-10P	THE VOICE		:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
		Buy	line Comment	: PART OF MKGD PACKAG	E								

:30

:30

\$5,000.00

\$9,950.00

11/04-11/04

11/05-11/05

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Traffic Order# 217359

Printed:

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11/29/2012 11:24 PM

11/30/2012 9:43 AM

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1

1

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\$5,000.00

\$9,950.00

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---REPORT TOTALS---

76

77

Rep Order#

EC'd Yes

6867766

Ver# 9 Mod# 3 Status Confirmed

Report Totals: 80 / \$110,950.00

M

8P-1130P SUN NIGHT NFL

Buyline Comment: PART OF MKGD PACKAGE

THE VOICE

Buyline Comment: PART OF MKGD PACKAGE FOR NA'S PER V.6-V.8

8P-10P

) SMART MEDIA GROUP

LBEL/ORDR/C29N06

10/29/2012 - 11/06/2012

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency

Agency C/P1/P2/E

Flight Dates

Hiatus Weeks

Showing Buylines: All Lines

Rep Firm

Sales Office (

Salesperson (

Salesperson Phone#

Salesperson FAX#

) PHILADELPHIA

215-567-6005

215-525-9757

) IAN AMBRON

WOOD-TV GRAND RAPIDS, MI. Station Advertiser) .THE PEOPLE SHOULD D PEOPLE SHOULD DECIDE **Product**

Estimate# C29N06 **Buyer** Julie Keane

Phone# Fax#

Nov 12: Sales Totals: 80 / \$110,950.00 Station Totals: 80 / \$110,950.00

80 / \$110,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals 0 % \$110,950 CATV 0 % WOOD 100% VTOW WWMT 0% IMXW 0 % WXSP 0 % WZPX 0 % WZZM 0 %

null Books RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE